

## **LISTING OF THE CLAIMS**

1. (Currently Amended) In an electronic delivery address service, a method comprising:

receiving by the delivery address service via electronic communication, an electronic subscription from a subscriber, the received subscription including a mailing address of the subscriber;

in response, the delivery address service electronically generating a substitute delivery address;

transmitting by the delivery address service via electronic communication the substitute delivery address to the subscriber, for the subscriber to use in an online purchase of a good;

receiving by the delivery address service via electronic communication, an electronic notification of either a request to deliver or an arrival of the purchased good, as a result of the substitute delivery address being used by the subscriber in the online purchase of the good; and

intervening by the delivery address service by electronically communicating the provided mailing address of the subscriber to the delivery service to facilitate delivery of the purchased good to the subscriber.

2. (Original) The method of claim 1, wherein the method further comprises the delivery address service correlating the substitute delivery address to the mailing address of the subscriber.

3. (Original) The method of claim 1, wherein the substitute delivery address comprises one of a plurality of mailboxes pre-established with a mailbox service by the delivery address service.

4. (Original) The method of claim 3, wherein the method further comprises the delivery address service selecting a mailbox proximately located with the mailing address of the subscriber, for use as the substitute delivery address.
5. (Original) The method of claim 3, wherein said receiving by the delivery address service of a notification comprises receiving by the delivery address service a notification from a mailbox service with respect to the arrival of the purchased goods.
6. (Original) The method of claim 5, wherein said intervening by the delivery address service comprises said delivery address service notifying said subscriber of the arrival of the purchased goods.
7. (Original) The method of claim 1, wherein the substitute delivery address comprises one of a plurality of virtual delivery address artificially created by the delivery address service.
8. (Original) The method of claim 7, wherein said receiving of a notification comprises receiving a notification of a request to deliver a purchased good from a delivery service, and the method further comprises providing the mailing address of the subscriber to the delivery service.
9. (Previously Amended) The method of claim 8, wherein said intervening by the delivery address service comprises the delivery address service automatically providing said mailing address of the subscriber to the delivery service.

10. (Previously Amended) The method of claim 1, wherein the method further comprises receiving a confirmation by the delivery address service of the purchase.
11. (Original) The method of claim 10, wherein the delivery address service receives the confirmation from the subscriber.
12. (Original) The method of claim 10, wherein the delivery address service receives the confirmation from an online business from which the goods to be delivered was purchased.
13. (Original) The method of claim 1, wherein the subscriber is a purchaser of the goods.
14. (Original) The method of claim 1, wherein the subscriber is a beneficiary of the purchase.
15. (Currently Amended) A storage medium having stored therein a plurality of instructions that are machine executable, wherein when executed, said executing instructions operate to enable an address delivery service to receive a delivery address service subscription from a subscriber, including a mailing address of the subscriber, to generate a substitute delivery address, to transmit the substitute address to the subscriber, to receive a notification of a request to deliver or arrival of purchased goods for the subscriber, resulting from the substitute delivery address being used by the subscriber in an online purchase, and to intervene to facilitate delivery of the purchased goods to the subscriber, using the mailing address of the subscriber.

16. (Original) The storage medium of claim 15, wherein said executing instructions further operate to correlate the subscription delivery address with the mailing address of the user.

17. (Original) The storage medium of claim 15, wherein said executing instructions further enable the delivery address service to provide one of a plurality of pre-established mailboxes as the substitute delivery address.

18. (Original) The storage medium of claim 17, wherein said executing instructions further enable the delivery address service to receive a notification of the arrival of the purchased goods from a mailbox service, and to notify the subscriber of the arrival.

19. (Original) The storage medium of claim 15, wherein said executing instructions further enable the delivery address service to provide one of a plurality of virtual delivery addresses as the substitute delivery address.

20. (Original) The storage medium of claim 19, wherein said executing instructions further enable the delivery address service to receive a notification of a request to deliver the purchased goods from a delivery service, and to provide the mailing address of the subscriber to the delivery service.

21. (Original) The storage medium of claim 15, wherein said executing instructions further enable the delivery address service to receive a confirmation of the online purchase.

22. (Currently Amended) An apparatus comprising:

a storage medium having stored therein a plurality of instructions that are machine executable, wherein when executed, said executing instructions operate to enable the apparatus to receive a delivery address service subscription from a subscriber, including a mailing address of the subscriber, to generate a substitute delivery address, to transmit the substitute delivery address to the subscriber, to receive a notification of a request to deliver or arrival of purchased goods of the subscriber, resulting from the substitute delivery address being used by the subscriber in an online purchase, and to intervene to facilitate delivery of the purchased goods to the subscriber, using the mailing address of the subscriber; and

a processor coupled to said storage medium to execute said instructions.

23. (Original) The apparatus of claim 22, wherein said executing instructions further operate to correlate the subscription delivery address with the mailing address of the user.

24. (Original) The apparatus of claim 22, wherein said executing instructions further enable the delivery address service to provide one of a plurality of pre-established mailboxes as the substitute delivery address

25. (Original) The apparatus of claim 24, wherein said executing instructions further enable the delivery address service to receive a notification of the arrival of the purchased goods from a mailbox service, and to notify the subscriber of the arrival.

26. (Original) The apparatus of claim 22, wherein said executing instructions further enable the delivery address service to provide one of a plurality of virtual delivery addresses as the substitute delivery address.

27. (Original) The apparatus of claim 26, wherein said executing instructions further enable the delivery address service to receive a notification of a request to deliver the purchased goods from a delivery service, and to provide the mailing address of the subscriber to the delivery service.

28. (Original) The apparatus of claim 22, wherein said executing instructions further enable the delivery address service to receive a confirmation of the online purchase.

29. (New) A system for electronic delivery address service, comprising:  
a subscription module of programming instructions configured to receive an electronic subscription from a subscriber, including the subscriber's mailing address, and generate in response, a substitute delivery address, the subscription module being further configured to cause the substitute delivery address to be transmitted to the subscriber for use in an online purchase of a good;

an intervention module of programming instructions configured to receive an electronic notification of a request to deliver the purchased good by a delivery service, or an electronic notification of an arrival of the purchased good at a delivery service, as a result of the delivery address being used by the subscriber in the online purchase of the good; and

the intervention module of programming instructions being further configured to retrieve the subscriber's mailing address, and cause the subscriber's mailing address to be transmitted to the delivery service to facilitate delivery of the purchased goods to the subscriber.

30. (New) The system of claim 29, wherein the intervention module is further adapted to correlate the substitute delivery address to the mailing address of the subscriber.

31. (New) The system of claim 29, wherein the subscription module is further adapted to select a mailbox proximately located with the mailing address of the subscriber, for use as the substitute delivery address.

32. (New) The system of claim 29, wherein said intervention module is further configured to receive an electronic notification from a mailbox service with respect to the arrival of the purchased goods.

33. (New) The system of claim 29, wherein said intervention module is further configured to notify said subscriber of the arrival of the purchased goods.

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